

Social Media Coordinator - Global English Language Programs



Project Title	Social Media Coordinator - Global English Language Programs
Project Summary	Make an impact on English language learners and teachers around the world through the English Access Microscholarship Program (Access)! Access provides two-years of English language skills and training to over 100,000 teachers and students in over 80 countries.
Country	United States
Agency	Department of State
DoS Office	ECA/A/L
Post	N/A
Section	N/A
Number of Interns	1

Project Description

The Social Media Coordinator will be responsible for

- researching audience preferences and discover current trends
- creating original and engaging text, image and video content
- designing posts to sustain readers' curiosity and create buzz around new English language, life skills, cultural understanding, personal development, and educational concepts
- measuring web traffic and analysis page insights
- staying up-to-date with changes in all social platforms ensuring maximum effectiveness
- training co-workers to use social media in a cohesive and beneficial way
- facilitating online conversations with customers and respond to queries
- developing an optimal posting schedule, considering web traffic and customer engagement metrics
- overseeing social media accounts' layout
- suggesting new ways to increase page membership, likes, and engagement

Desired Skills Interests

Additional Information

You will be a part of the U.S. Department of State, Bureau of Educational and Cultural Affairs, Office of English Language Programs. You will report to the English Access Microscholarship Senior Program Officer.

Language Requirements

None